

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2015/2016

**BMK 1814 – PRINCIPLES OF MARKETING**  
(DE 100)

2 MARCH 2016  
2.30 PM – 4.30 PM  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages only (including cover page).
2. Attempt **ANY FIVE (5)** questions out of **SIX (6)** questions.
3. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Attempt ANY FIVE (5) questions out of SIX (6) questions.

### **QUESTION 1**

Discuss the following strategies for growth opportunities with examples.

- (i) Market penetration
- (ii) Market development
- (iii) Product development and
- (iv) Diversification

**(Total 20 marks)**

### **QUESTION 2**

Discuss differences among the production concept, product concept, selling concept, marketing concept and societal marketing concept. Which concepts are easier to adopt in the short run? Which concept offers the best chance of long-run success? Why?

**(Total 20 marks)**

### **QUESTION 3**

Consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics. Discuss how all these factors influence the consumer behaviour.

**(Total 20 marks)**

### **QUESTION 4**

Discuss the characteristics of the FOUR types of consumer products. Provide an example of each.

**(Total 20 marks)**

### **QUESTION 5**

Discuss cost based pricing, value-based pricing and competitor-based pricing. Provide with examples.

**(Total 20 marks)**

**Continued...**

**QUESTION 6**

Discuss intensive, selective, exclusive distribution strategies and describe which distribution strategy is used for each of the following products:

- (a) Rolex watches
- (b) Acura automobiles
- (c) Snickers candy bars

**(Total 20 marks)**

**End of page.**